Customer Success Story: Google Ads
Health Now Family Practice & Walk-In Clinic

We started working with Health Now Family Practice & Walk-In Clinic, a family practice in Englewood, Colorado on July 10, 2019. The owners Yehuda & Claire Diament-Yefet had been running Google Ads on their own. However, they felt that their ad spend was not being used in the most efficient way possible. As a result, they wanted to see what we could do to get the most out of their ad spend.

Analysis & Problem Recognition

As with any new account, our work begins with an analysis of the client's existing digital footprint and marketing efforts. In this case, we audited the client's Google Ads account. Right away, we saw a ton of growth opportunities.

As explained earlier, one of the biggest pain points for this client was "wasted ad spend". With that concern in mind, our goal from thereon was to maximize the efficiency of the client's advertising spend while ALSO generating more calls and visits for the business.
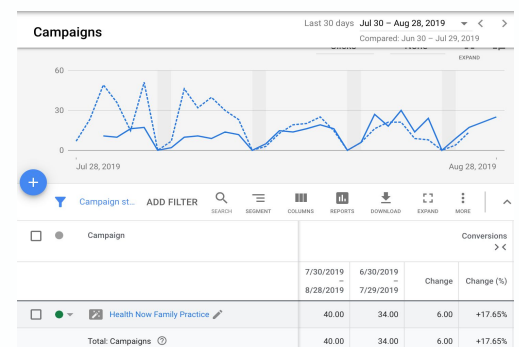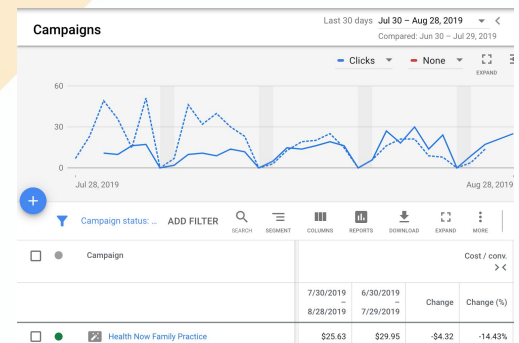
Pro Tip: If you can make your campaigns more efficient, you will also increase their effectiveness by allocating more resources (ad spend) in areas that are actually working. This is a common objective we have when dealing with Google campaigns for our clients.

The Results

Within the first 30 days of us managing their Google ads, we increased the efficiency of their ad spend and delivered amazing results!

In a 30 day period, conversions went up by 17.65% and cost per conversion went down 14.43%. Additionally, Yehuda let us know that they have seen upwards to 19-20 patients per day, which is the most they have seen since they opened! While improvements to the campaigns are great, the increase in foot traffic is what really matters to us as it should you.

With over 20 years of combined Google experience right in our office, we help clients leverage Google Ads for business growth. No matter your industry, we have a proven track record of getting results.